

UNITED STATES PATENT AND TRADEMARK OFFICE
CERTIFICATE OF CORRECTION

PATENT NUMBER : 7,516,089
ISSUE DATE : April 7, 2009
INVENTOR(S) : Jay S. Walker, Thomas M. Sparico and Robert S. Wisse

It is certified that error appears in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

On the cover page, Item (73) Assignee, delete "Pricline.com" and insert -- Priceline.com --.
Col. 9, line 10, after the word "in" insert -- Fig. --.

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PATENT NO. 7,516,089

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/252,574	02/18/1999	JAY S. WALKER	17200.018	4666

TITLE OF INVENTION: SYSTEM AND METHOD FOR ALLOCATING BUSINESS TO ONE OF A PLURALITY OF SELLERS IN A BUYER DRIVEN ELECTRONIC COMMERCE SYSTEM

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	\$755	\$0	\$0	\$755	02/23/2009

EXAMINER	ART UNIT	CLASS-SUBCLASS
ROSEN, NICHOLAS D	3625	705-026000

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2. For printing on the patent front page, list
(1) the names of up to 3 registered patent attorneys or agents OR, alternatively, Walter G. Hanchuk
1 Chadbourne & Parke LLP
(2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed. 2 _____
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3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE Priceline.com Incorporated (B) RESIDENCE: (CITY and STATE OR COUNTRY)
Five High Ridge Park
Stamford, Connecticut 06905

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☒ Corporation or other private group entity ☐ Government

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5. Change in Entity Status (from status indicated above)

☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27. ☒ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

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Authorized Signature /Walter G. Hanchuk/
Typed or printed name Walter G. Hanchuk

Date February 20, 2009
Registration No. 35,179

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Using the CPO management system illustrated in FIGS 1 and 2, the preferred embodiment of the method illustrated in ~~FIG. 6~~ ^{FIGS. 6A and 6B} allows agency-based sellers a first look and second look opportunity to fulfil or satisfy a CPO, based on a predetermined metric. The metric described is relative market share in a relevant market. When a seller can satisfy a CPO with more than one rule, the system allows the seller to maximize revenue with the highest price or highest value CPO. Various alternative embodiments are also available.

The metric that system 100 uses at step 605 of ~~FIG. 6~~ ^{FIG. 6A} to determine the first and second look sellers can be something other than an adjusted market share. For example, the metric can be based on total market share, without adjustment for the relevant market (e.g. origin/destination pair). Alternatively, the metric can be based on a random number. It is also possible that a buyer preference metric is used. A buyer preference metric can be a buyer requirement regarding a particular agency-based seller as a condition of the CPO. For example, the buyer may indicate a preference for a particular agency-based seller or an unwillingness to accept a particular agency-based seller.

FIGS. 7 and 8 illustrate alternative embodiments for the method of the invention. In the first alternative embodiment, at step 701, system 100 receives data from a buyer and forms a CPO. This step is functionally the same as described at steps 301 through 311 in ~~FIG. 3~~ ^{FIG. 3A}.